

Clarification: Wording on signs

Agricultural Tourism signs direct motorists to an agricultural tour. The sign message includes the official business name and the word “TOURS” with the following exception and clarifications:

- 1) The word “Winery” will not be allowed on a sign even if it is included in the official name of a business.
- 2) Facilities that desire to use the word “Vineyard(s)” or “Farm(s)” on Agricultural Tourism Signs must meet the following requirements (in addition to all other Program requirements):
 - Have an actual working vineyard or farm on the same site as the facility to which motorists are directed
 - Provide an informative, guided tour of the actual vineyard or farm
 - Include vineyard or farm tour times on required permanent sign that displays other facility tour information

Businesses that have a working vineyard or farm that is not located on the same property as the signed agricultural facility are not permitted on the Agricultural Signage Program. The signed facility must be located on the same property as the vineyard, farm, or other growing area available for touring. The vineyard, farm, or growing area (location of tour) must be a short walking distance from the signed facility/parking area, as determined by NCDA&CS when the qualification site visit is made.

If the agricultural facility is in the business of making wine but does not have a vineyard (or a suitable growing area representing the vineyard) that can be toured, program participation will not be allowed.